

Managing Health Promotion Resources

Health Promotion and Prevention Initiatives (HPPI)
Program

US Army Center for Health Promotion and Preventive
Medicine (USACHPPM)

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Purpose

This presentation will provide an overview of resources that can be used when planning a health promotion program or activity.

These slides include principles and strategies for smart health promotion resource management.

Perfect world vs. real world

- Perfect world
 - You have all the materials.
 - You have all the staff.
 - You have an unlimited budget.

- Real world
 - You have some or no materials.
 - You have some or no staff.
 - You have some or no budget.

Health promotion resources in the real world

- Do you...?
 - Do nothing?
 - Beg for funds?
 - Hope that resources materialize somehow?

- OR do you...?
 - Strategize.
 - Maximize.
 - Manage smart.

Managing Resources 101

What resources do you need?

- People
- Materials
- Equipment
- Space
- Logistical support

Managing Resources 101, cont.

- What resources do you have available?
- Where are the resource gaps?

Resource management: the wrong way

Question: what resources do you need?

- Answer: not sure

Question: what resources do you have?

- Answer: don't know

Resulting resource management strategy:

Do nothing.

OR

Go shopping!

Resource management: the right way

- Strategy 1: Network in the community
- Strategy 2: Use materials that exist or are on hand
- Strategy 3: Use local resources
- Strategy 4: Cut costs/share costs
- Strategy 5: Communicate

Strategy 1: Network in the community

- Become familiar with as many people and organizations as you can.
- Take advantage of installation and community organizations and coalitions.
- Use volunteers as often as possible.
- Identify subject matter experts.

Strategy 1: Network, cont.

MWR ACS Units on post Division Surgeon	Nutrition care MTF clinics Healthcare professionals	Red Cross Community Health Local Fire Dept. Pharmacy	State & community agencies Company CDRs Garrison CDR	County & Regional Coalitions (i.e., tobacco, diabetes) Utilization management
BN/Bde CDRs MPs School nurses & principals Veterans' Center	Child & Youth Services Environmental Health Deployment Medicine	Fitness/gym directors Officer's Club PAO Soldier Medical Readiness Center	Non-profit Organizations Social Work Services Family Readiness Groups	Physical Therapy Post marketing Unit 1SGTs Chaplain Services Mental Health Services
Dept. of Family & Community Medicine Health & Wellness Team	Anyone you can identify with a vested interest and a willingness to 'play'	CHN OHN Safety office AAFES	ASAP DoD Schools (OCONUS) Dining facilities	GME office (continuing ed) EFMP IRB
College students Interns	Suicide Prevention	State Dept. of Health	Dentists Professional	Local Chef's Association

Strategy 2: Use materials that exist or are on hand

- Search diligently for free materials.
- Find out what other departments already have.
- Find out what other organizations are using.
- Don't forget space, equipment, and logistics.

Strategy 2: Materials, cont.

Online resources

USACHPPM Director of Health Promotion and Wellness:

<http://chppm-www.apgea.army.mil/dhpw/>

American Heart Association Health Tools:

<http://www.americanheart.org/presenter.jhtml?identifier=3006028>

American Diabetes Association resources and e-newsletters:

<http://www.diabetes.org/home.jsp>

National Heart, Lung, and Blood Institute publications:

<http://www.nhlbi.nih.gov/health/index.htm>

National Center for Chronic Disease Prevention and Health Promotion

<http://www.cdc.gov/nccdphp/publicat.htm>

Strategy 2: Materials, cont.

More online resources

CDC Youth Media Campaign:

<http://www.cdc.gov/youthcampaign/materials/tweens/>

US Army Physical Fitness School training aids:

<http://www-benning.army.mil/usapfs/trainaid.htm>

Red Cross resources for military members and their families

http://www.redcross.org/services/afes/0,1082,0_321_,00.html

Navy Environmental Health Center health promotion toolkit

http://www-nehc.med.navy.mil/hp/HP_Toolbox.htm

Hooah4Health

<http://hooah4health.com>

When to create new materials

- Why?
 - Specific population
 - Specific environment
- How?
 - Assess audience preference
 - Review cultural/ethnic/military media sources
 - Ensure that images reflect the target population
 - Use pictures with a single, simple message
 - Test the materials

Strategy 3: Use local resources

- Whenever possible, use internal resources
 - PAO
 - Local graphic artists
 - Make your own flyers, handouts
- Local organizations

Strategy 4: Cut costs/share costs

- Be innovative.
- Cut costs when you can.
- Cost share when you can.
- Look at a variety of sources.

Strategy 5: Communicate

- Tell your story.
- Find channels to get information out to the community.
- Take advantage of all communication channels.
- Presentation is everything.

A word about health promotion materials

- Organization is key.
- Keep an inventory.
- Monitor movement.
- Track effectiveness.

Health promotion materials, cont.



Fitness Resources on Hooah4Health



Fitness Calculators

- APFT – <http://www.hooah4health.com/4You/apft.htm>
- Body Mass Index (BMI) – <http://www.hooah4health.com/4You/bmi.htm>

Training Tools



- 3-Month APFT Training Calendar –
http://www.hooah4health.com/4You/APFT_Calendar.pdf
- Target Heart-Rate Zone Calculator –
<http://www.hooah4health.com/body/fitguard/aerobiccalc.htm>
- Track Your Fitness Progress –
<http://www.hooah4health.com/body/fitguard/incentives.htm>

Injury Prevention

- Sports Injury Prevention –
<http://www.hooah4health.com/prevention/injurytrauma/injuryprevention1.htm>

Summary & Review

- All health promotion programs require resources.
- Some resources you will already have.
- Some resources you will have to find.
- Sometimes you will have to make something out of very little.
- Smart strategies can maximize your health promotion budget.